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November 24, 1993

TO OUR CUSTOMERS

WINSTON SELECT DISTRIBUTION INCENTIVE PROGRAM

Effective immediately, we are discontinuing general shipments of pre-sniped WINSTON SELECT (20¢/$2.00) product. Only standard (non-promoted) WINSTON SELECT product is now available for ordering.

To aid you in the transition from pre-sniped WINSTON SELECT (20¢/$2.00) product to standard non-promoted product, your RJR Representative will be calling on you soon to present a special year-end WINSTON SELECT Distribution Incentive Program. The WINSTON SELECT Distribution Incentive Program is structured to ensure non-promoted WINSTON SELECT product availability at retail.

For you to fully participate in this program and to clear up any confusion that exists with your retail customers relative to WINSTON SELECT reorder procedures, it is imperative that you supply your retail customer base with the correct line item order numbers for all styles of WINSTON SELECT non-promoted product as soon as possible.

Thank you for your cooperation and support in the marketing of our products.

R. J. REYNOLDS TOBACCO COMPANY

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Source: https://www.industrydocuments.ucsf.edu/docs/slkn0000